

FIG. 3 (Prior Art)

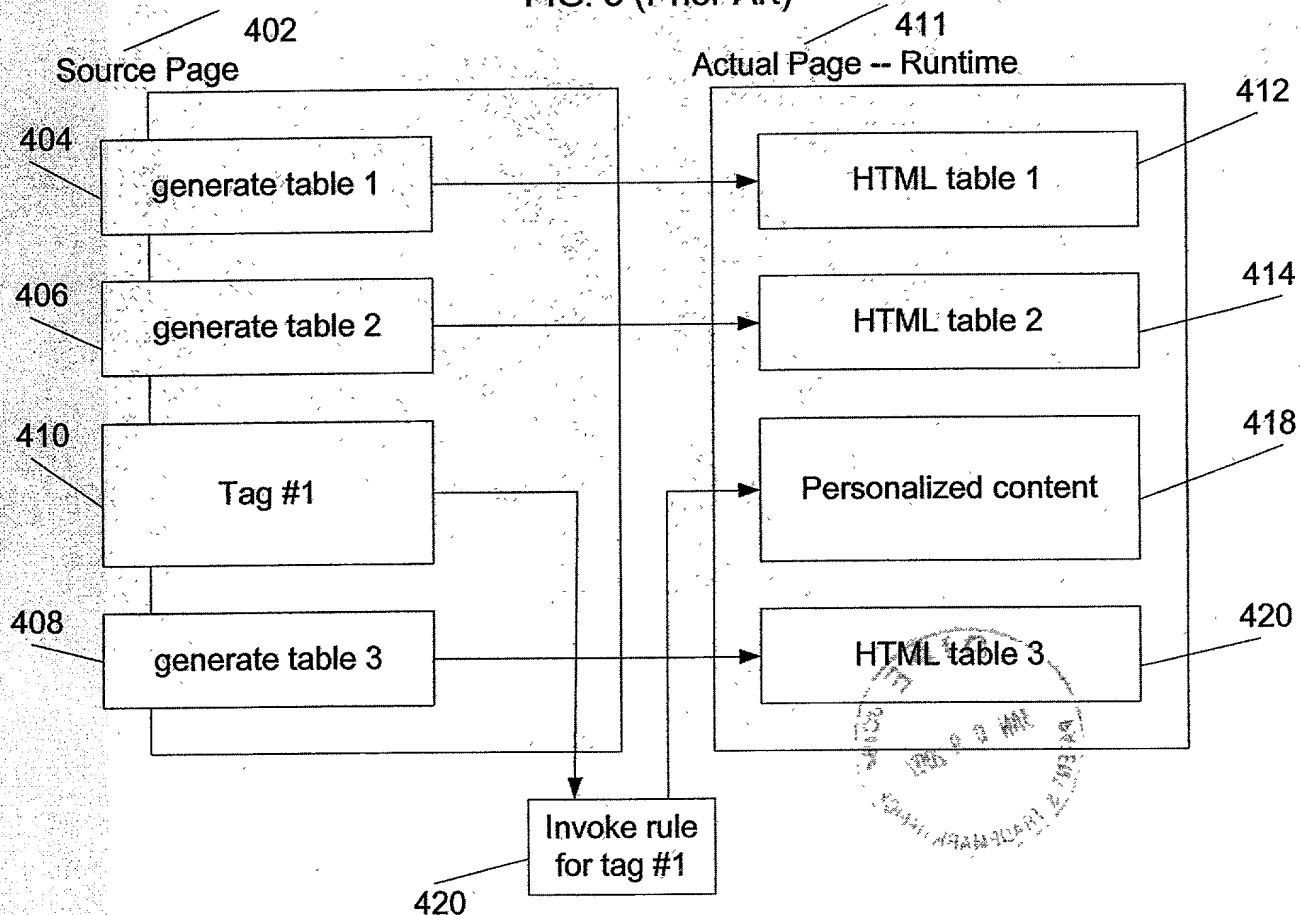


FIG. 4

## Deployment

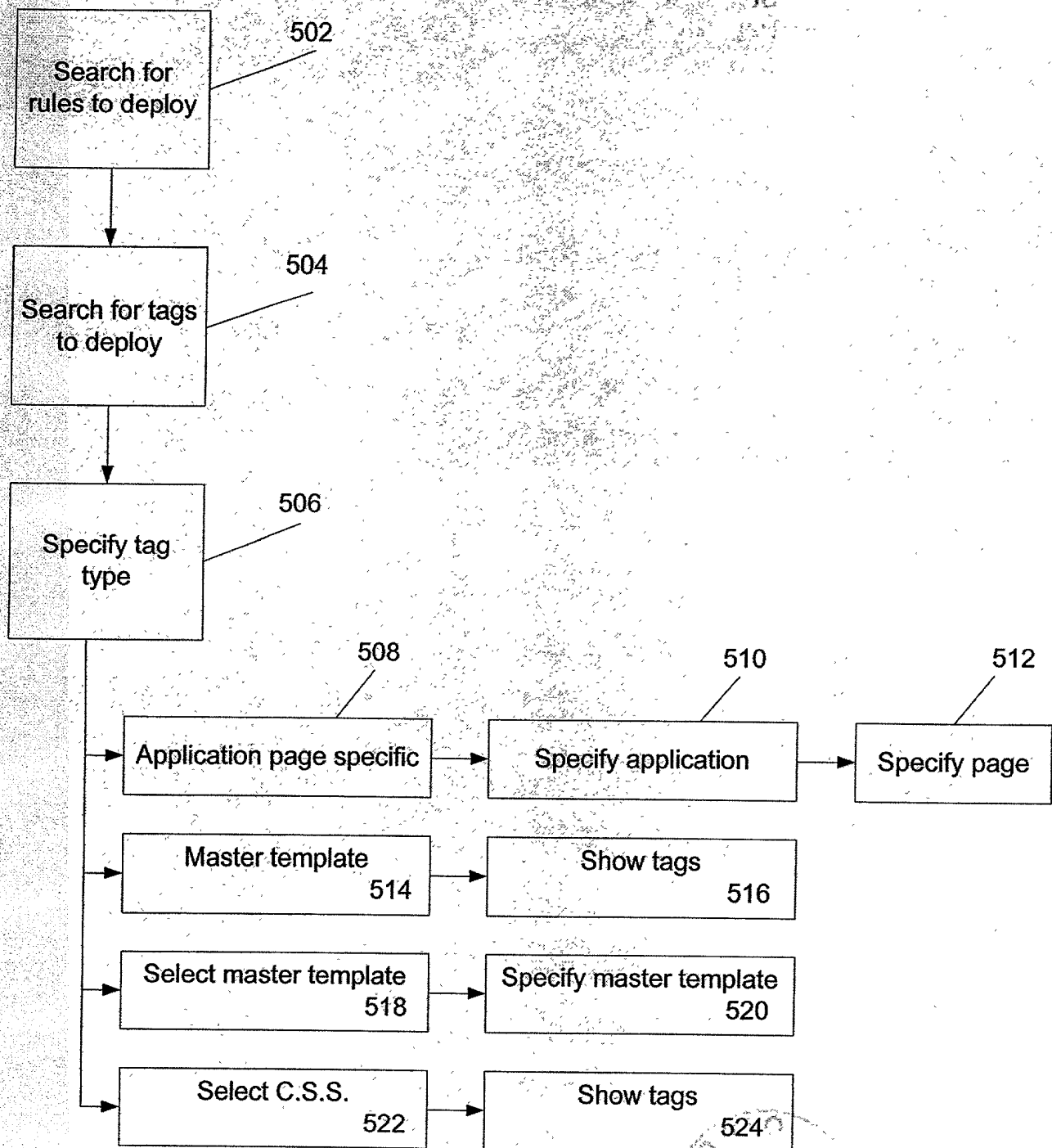


FIG. 5

613 640

List of Tags

Tag name 602	Description 604	Integer count of rules deployed to that tag	Available Width	Edit deployment 630
Tag 1 606	Content 608	4 614	20 642	ICON 632
Tag 2 610	Content 612	2 616	30 644	ICON 632
↓				
Tag n 620	Content 622	Integer count (1, 2, 3, ...) 624	Number of pixels available 646	ICON 632

Existing Rules 634	New Rules 636
Rule 1	New Rule 1
Rule 2	New Rule 2
...	...
Rule N	New Rule N

638

FIG. 6

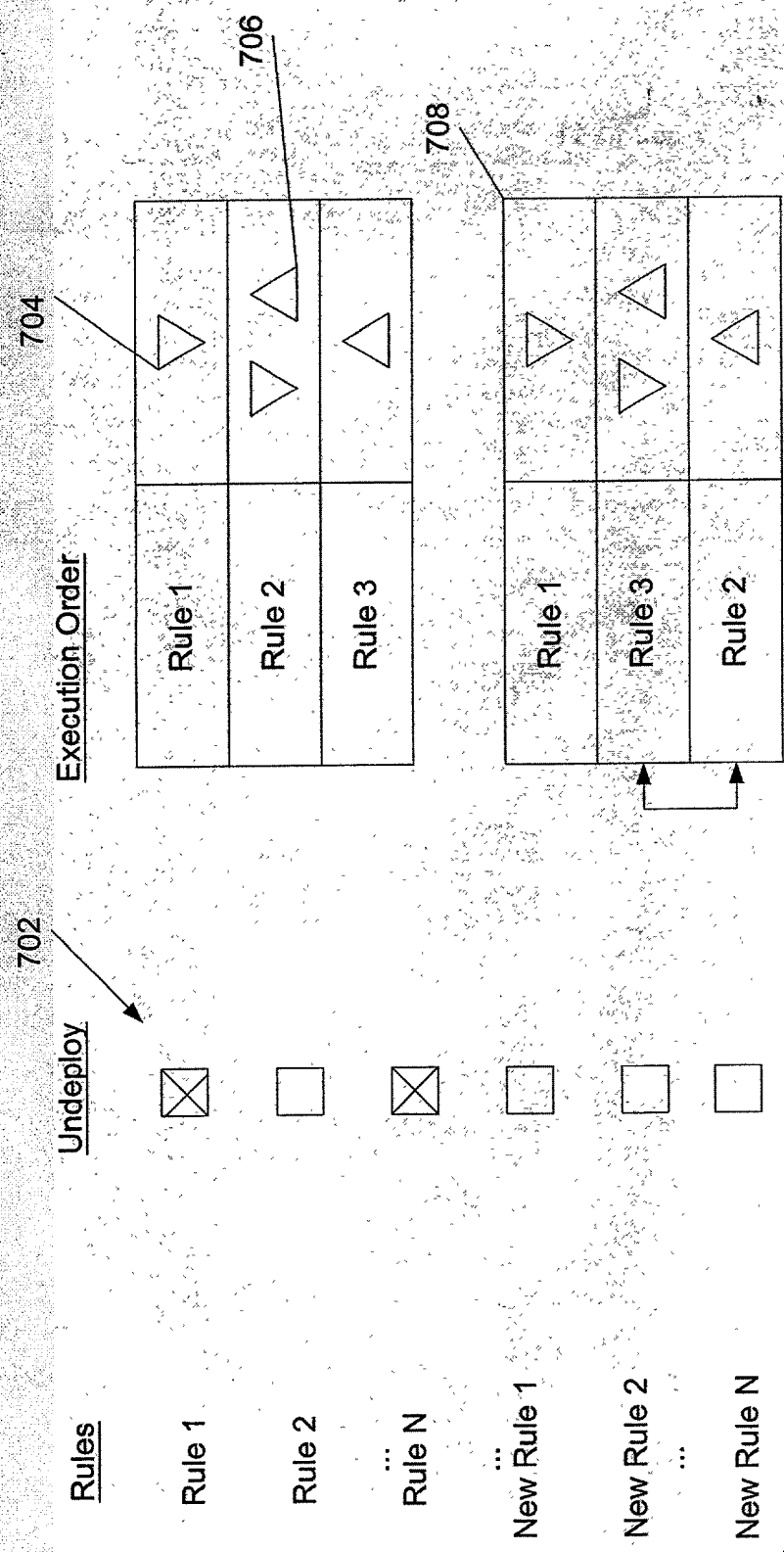


FIG. 7

800 802

Properties for each action type

Action types

Action types	HTML	Manual Execution	Support Configuration
send email		X	
Display promotion	X		
Display related news	X		
Display related stock quotes	X		
Log			
Track Users			

FIG. 8

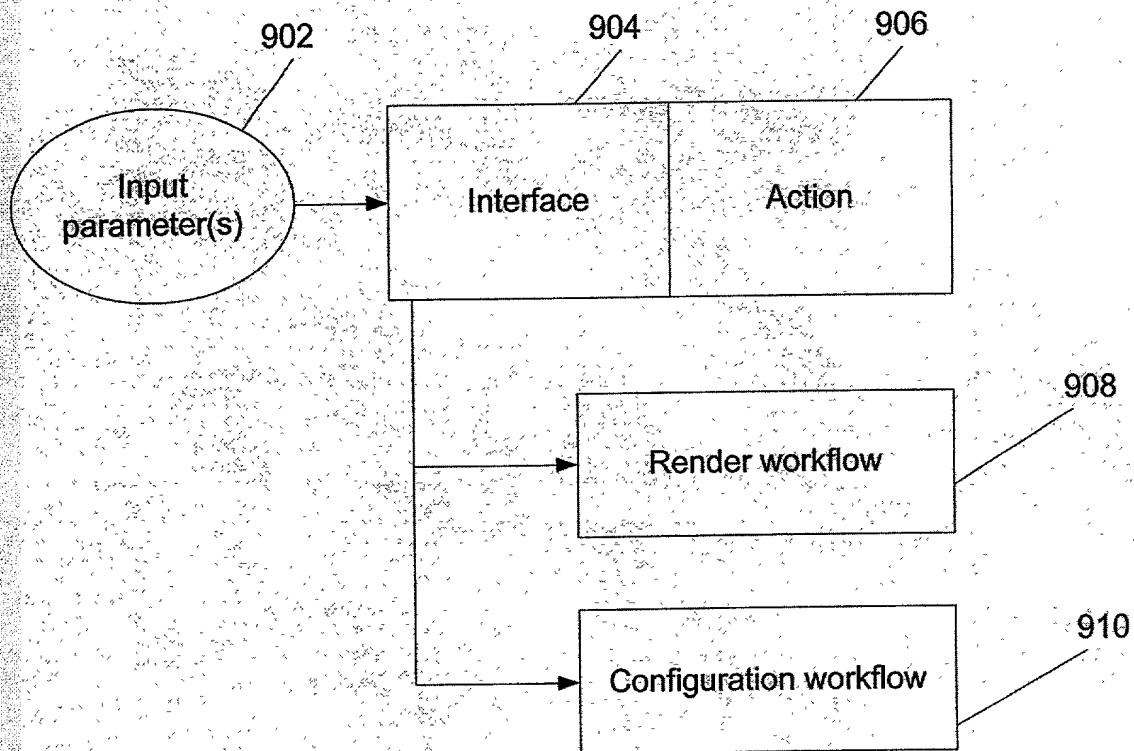


FIG. 9

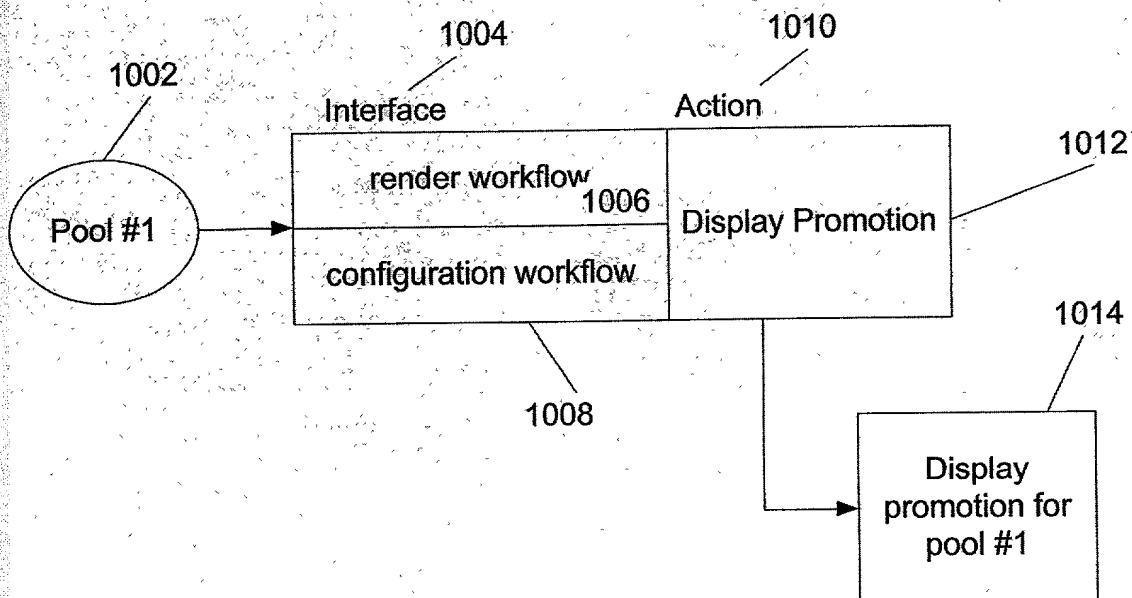
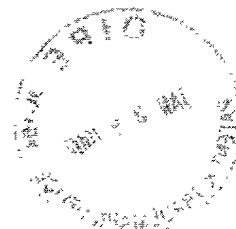


FIG. 10



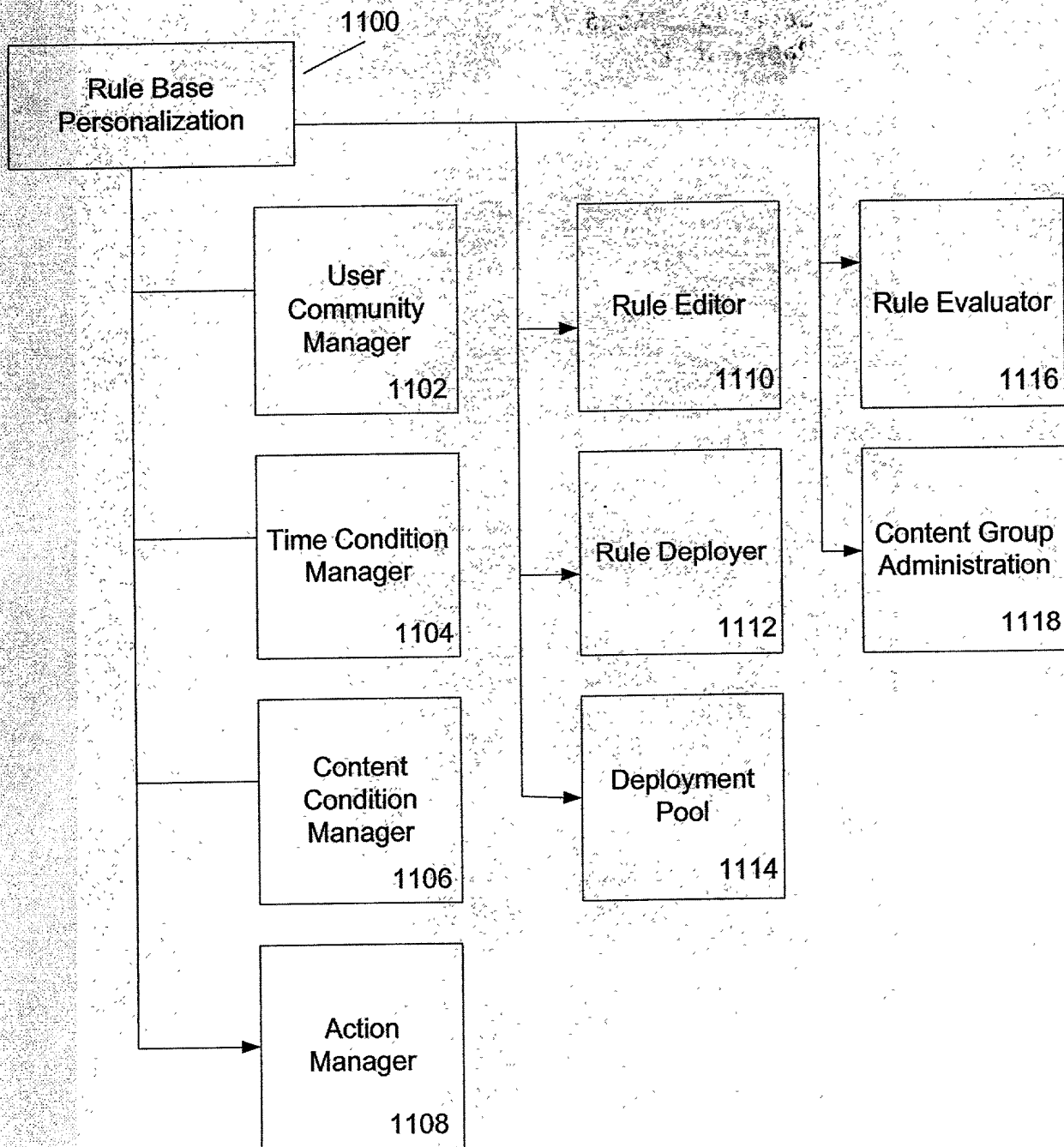


FIG. 11



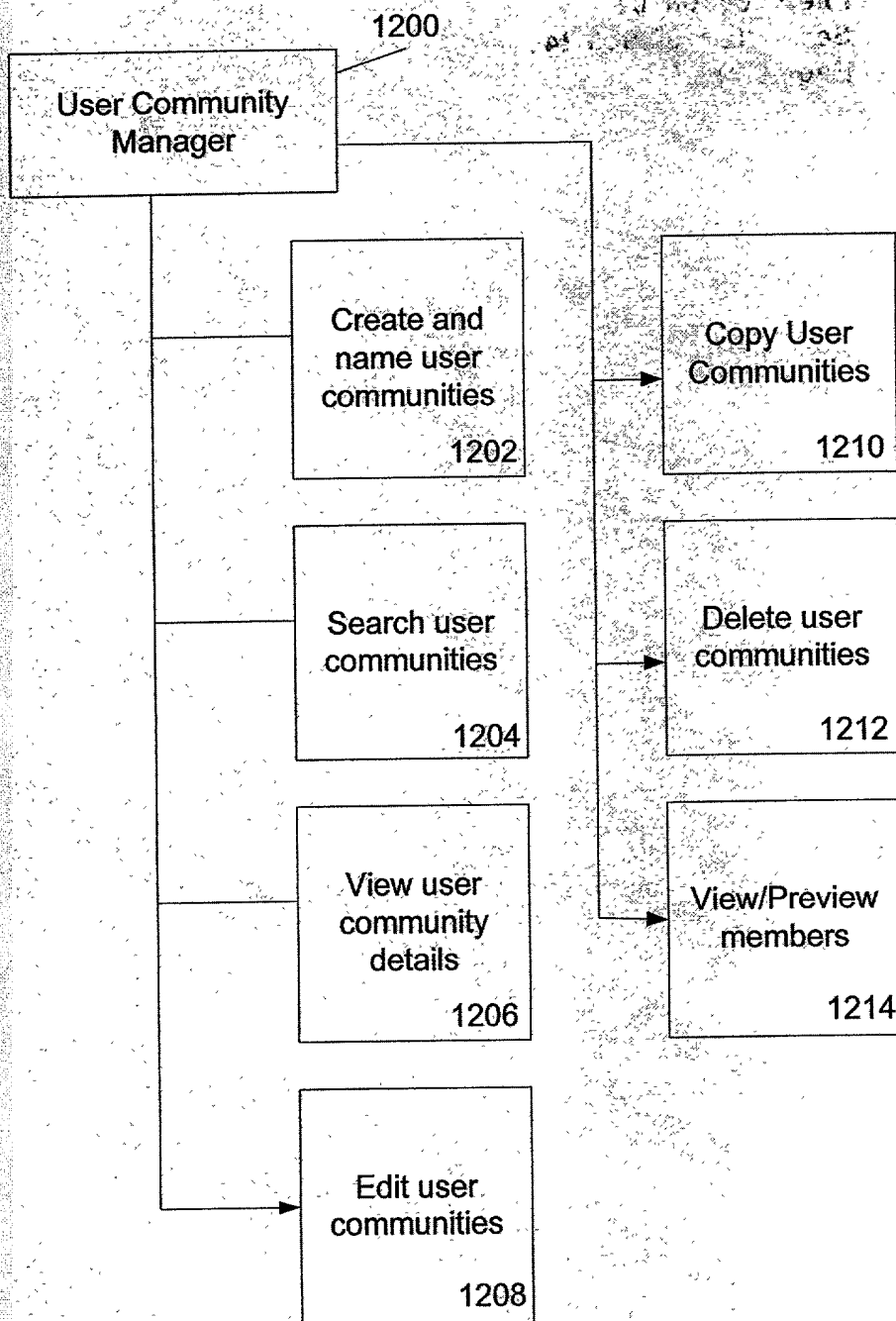


FIG. 12

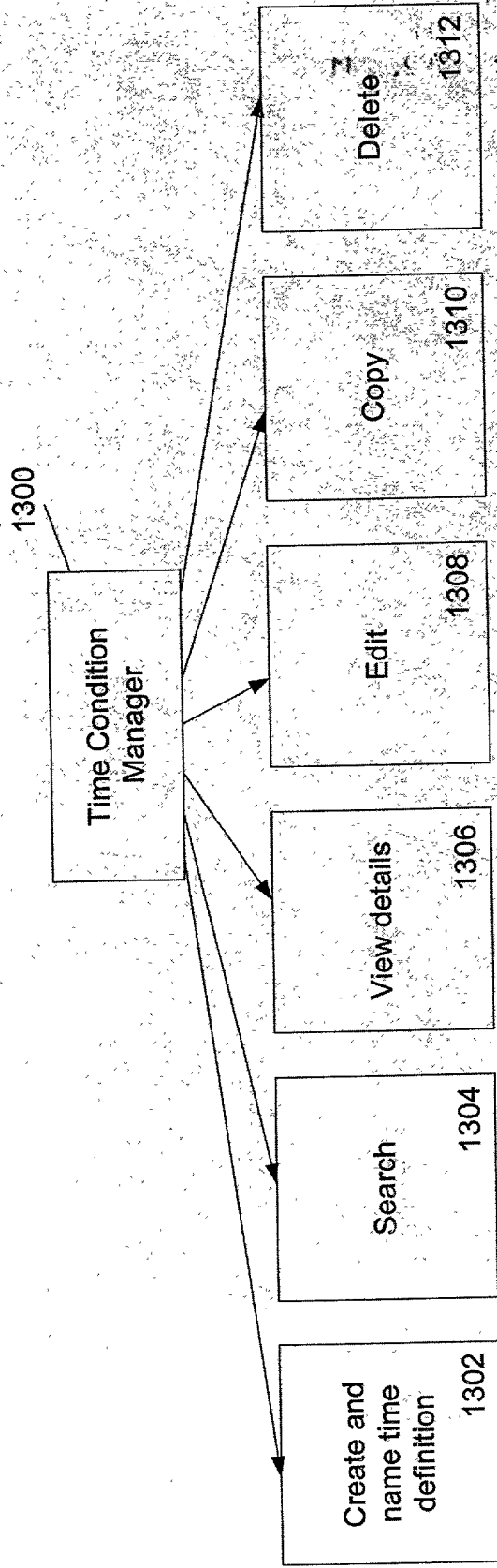


FIG. 13

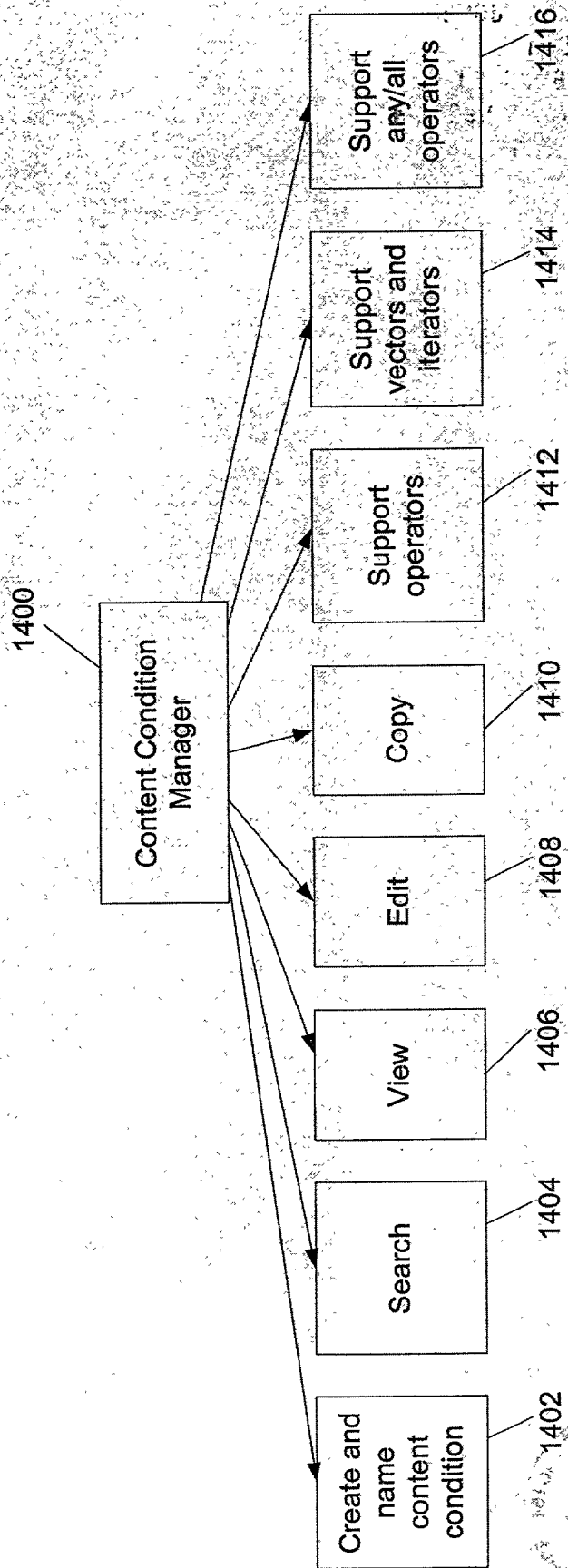


FIG. 14

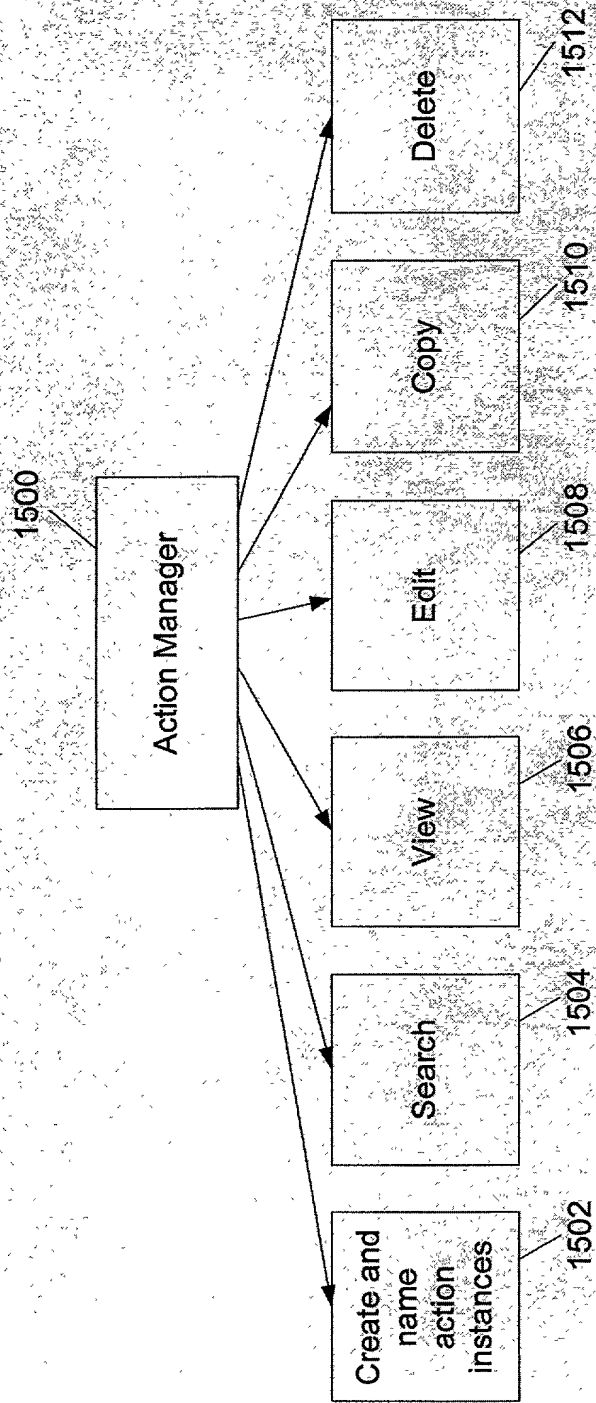


FIG. 15

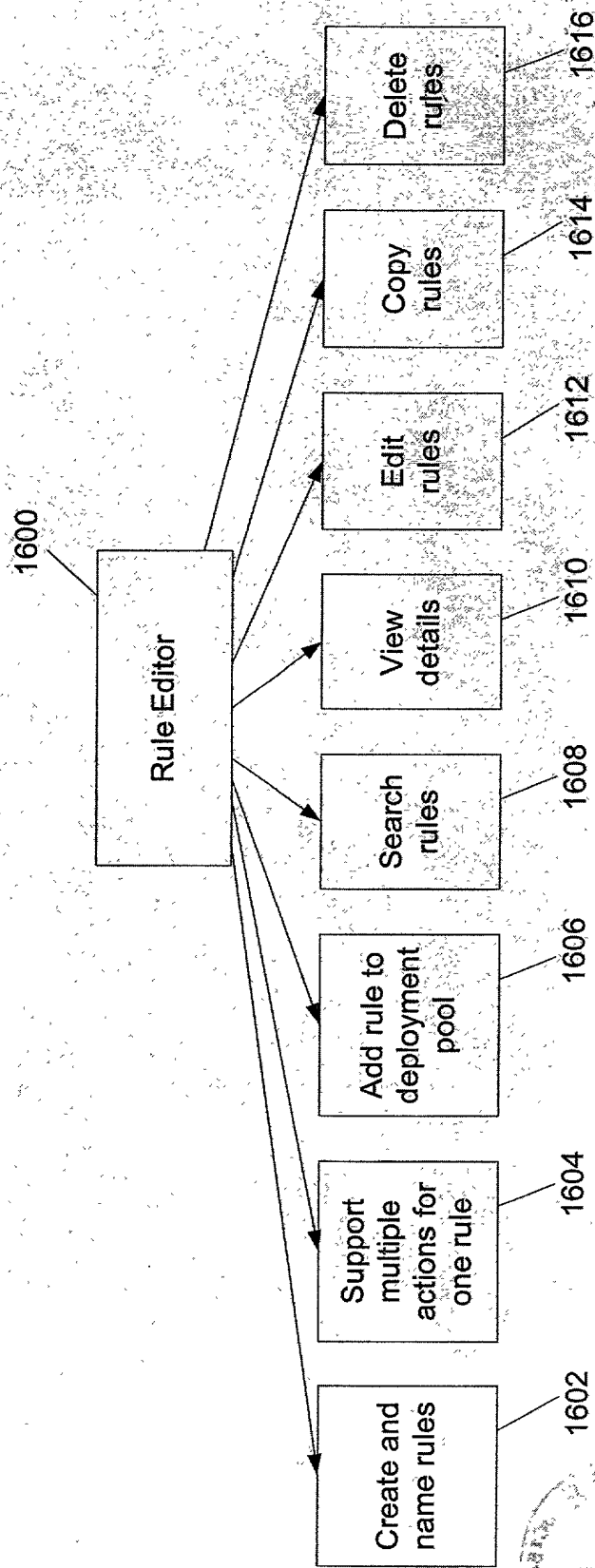


FIG. 16

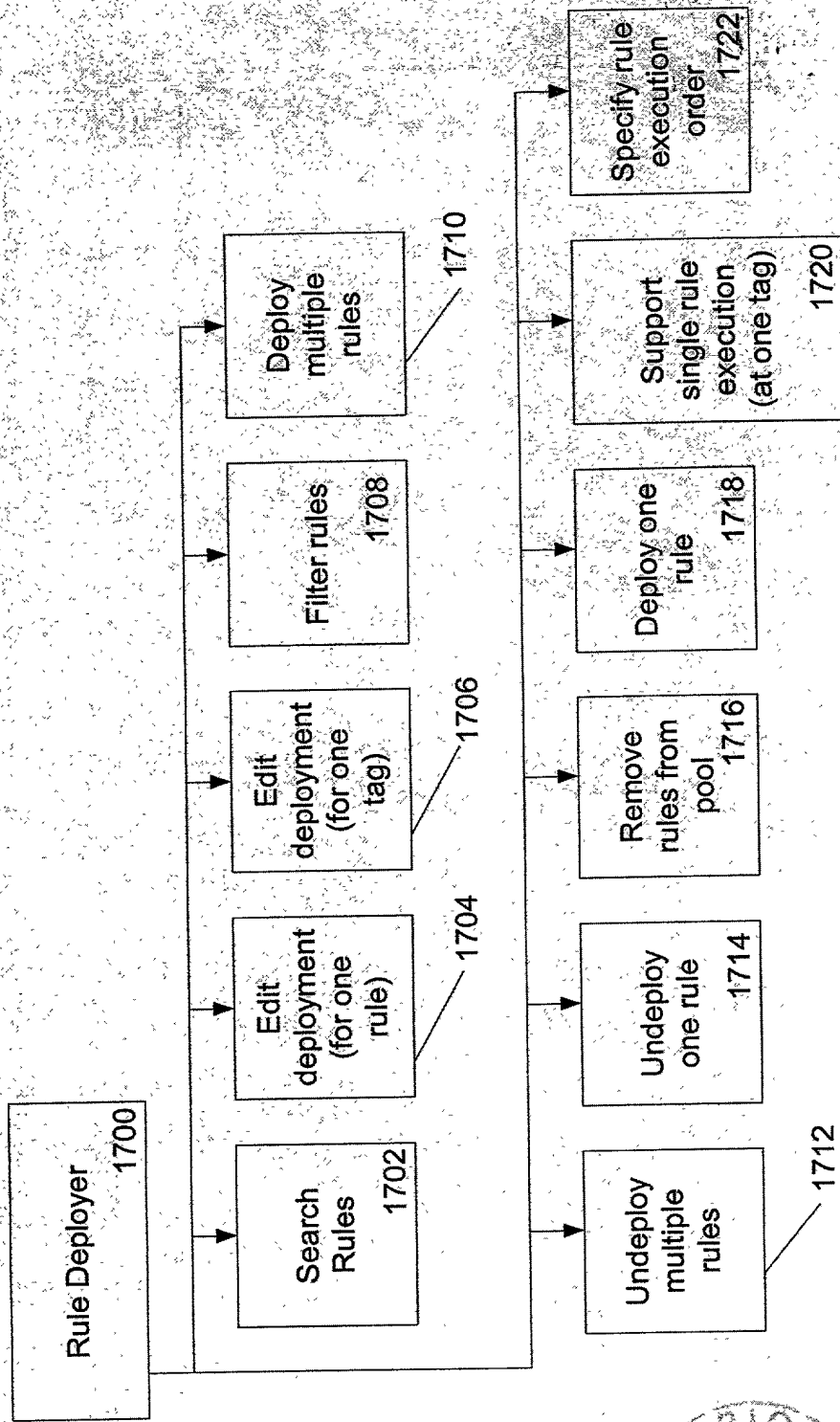


FIG. 17

Patent Application No. 10/200,000

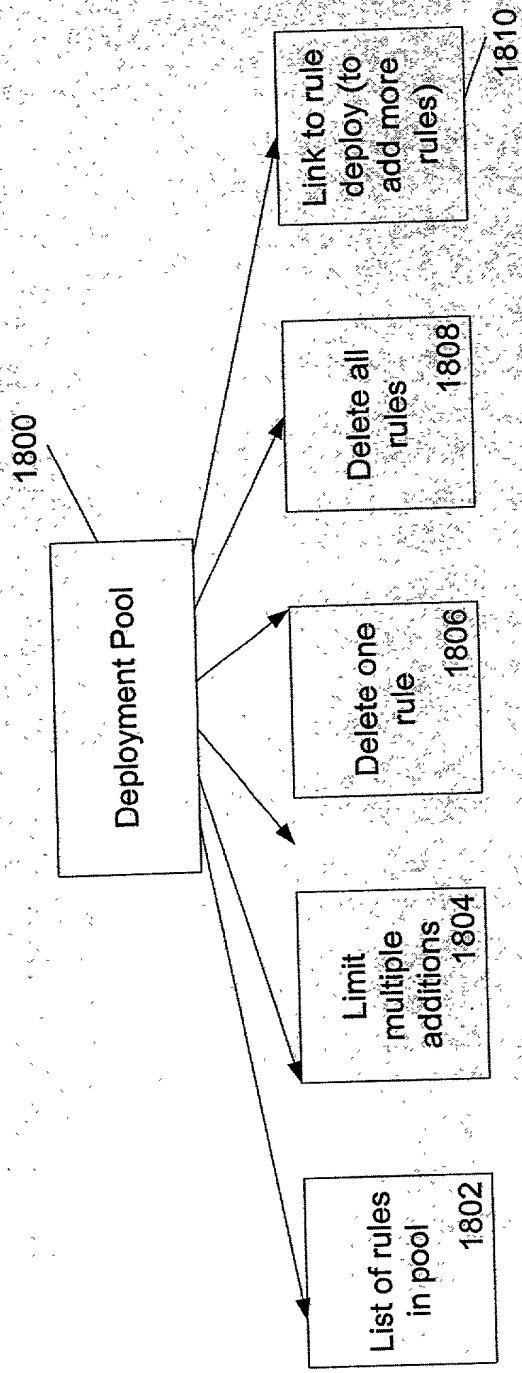
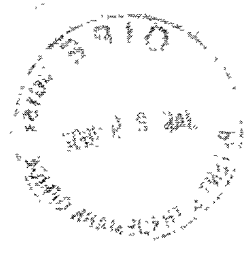


FIG. 18



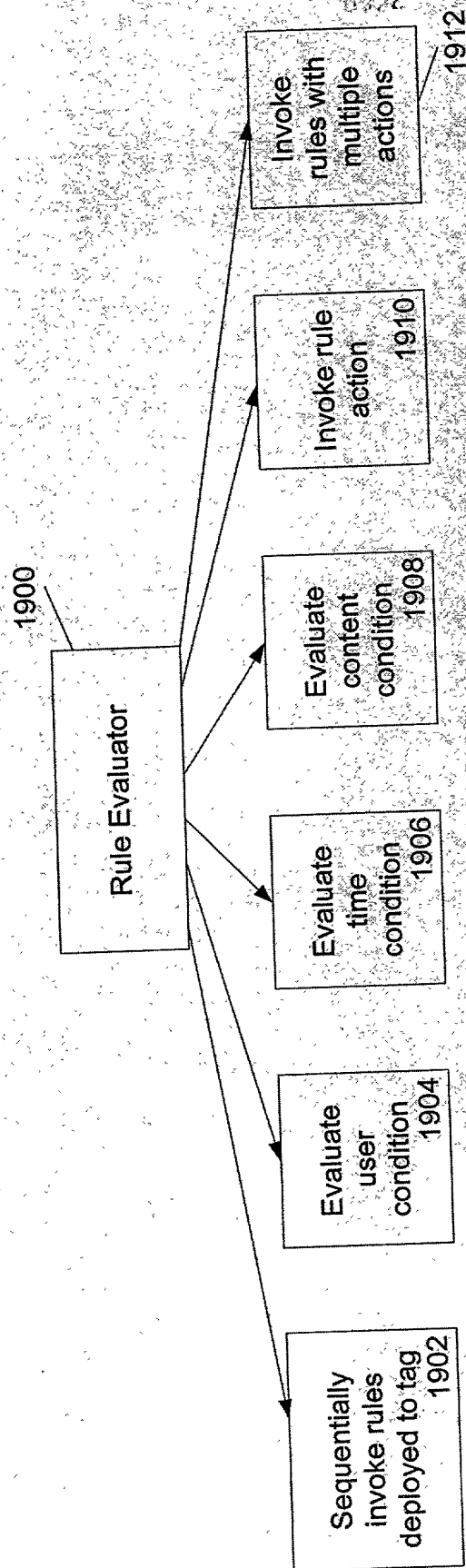


FIG. 19



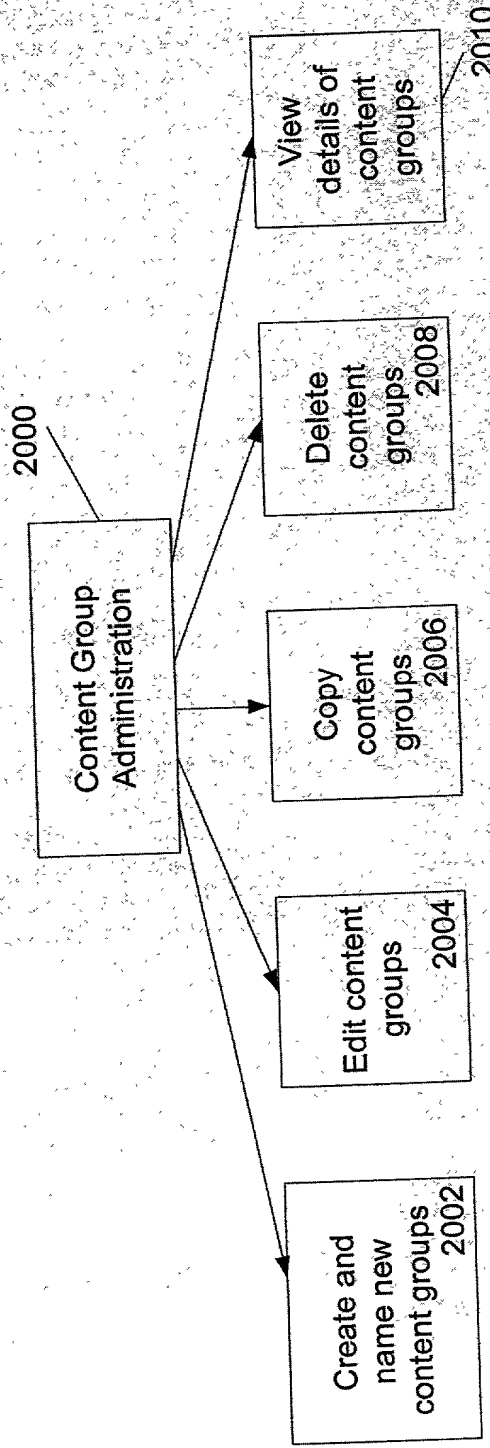


FIG. 20